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your Site]	rks <u>O</u> ptions <u>D</u> irec		s. com. 443 cgi - b	ATIONS NET SEARCH		Icome Big Apple	rently included in certain page. Yo	View Page	View Page	View Page		
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FIG. 18

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Status							•••	٤٠
e-mail Address							• • •	
TRADE/ SERVICE MARKS	POWER MAC.	CREST	ZANTAC, ZANTAC 75		KODAK		• • •	SONY
UNIFORM RESOURCE LOCATOR (URL)	http://www.power./pc	http://www.tooth.p./pc	http://www.zantac./pc		http://www.kodak./pc		• • •	http://www.sony.com./pc
PRODUCT DESCRIPTION	POWER MAC. 7600/120 PERSONAL COMPUTER	TOOTH PASTE	ACID REDUCER		FILM PROCESSING		• • •	PERSONAL COMPUTER
REGISTRANT'S NAME	APPLE COMPUTER, INC. CUPERTINO, CALIF.	PROCTOR & GAMBLE	WARNER WELCOME		KODAK, INC.		• • •	SONY, INC.
N S / d I	7/18908/17674/0	0/373/100/6	3/12547/68404/0		0/00005/17643/4		• • •	0/27242/51057/9

F1G.2A1

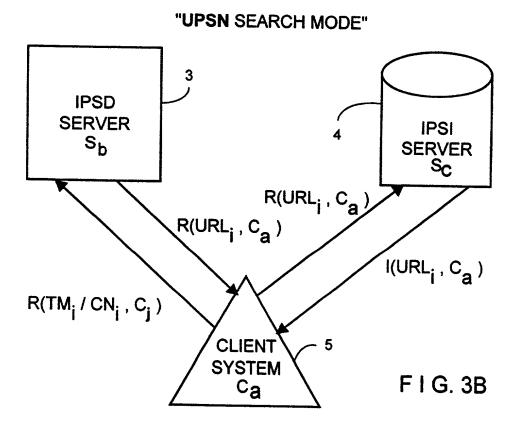
	 	5/12		
PRODUCT ADVERTI- SEMENT INFORMATION FIELD			• • •	
MISCELLA- NEOUS INFORMATION FIELD			• • •	
PRODUCT PRODUCT MISCELLA- INCENTIVE REVIEW NEOUS NFORMATION INFORMATION FIELD FIELD		,	•••	
PRODUCT INCENTIVE INFORMATION FIELD			•••	
PRODUCT WARRANTY / SERVING INFORMATION FIELD			• • •	
PRODUCT UPDATE INFORMATION FIELD			• • •	
PRODUCT PRODUCT URL; SPECIFICATION UPDATE INFORMATION INFORMATION FIELD FIELD			• • •	
URL			• • •	

F I G. 2A2

1		 					
STATUS						•••	
E-MAIL ADDRESS					•		
TRADE/SERVICE MARKS	NETSCAPE, NAVIGATOR		QUAKER	COCA - COLA, COKE	GEFFEN	•••	
PRODUCT DESCRIPTION	INTERNET		OATMEAL	COLA SODA	PAT METHANY AUDIO CD		
REGISTRANT'S NAME	NETSCAPE COMMUNICATIONS CORP.		QUAKER, INC.	COLA COLA, INC.	WARNER BROS.		
IP/SN	7/05089/37460/7		0/30000/01020/4	0/496/390/1	0/7599/24245/2	•••	

FIG. 2B

IPSD SERVER Sb IPSI SERVER SC R(URLi, Ca) R(URLi, Ca) R(URLi, Ca) CLIENT SYSTEM Ca FIG. 3A



CLIENT C_a REQUESTS IPS DIRECTORY SERVER TO PROVIDE

A REGISTERED URL; IN RESPONSE TO THE UP/SN;

PROVIDED WITH THE CLIENT REQUEST

В

IPS DIRECTORY SERVER DETERMINES IF A URL; HAS
BEEN REGISTERED WITH THE UP/SN; IF SO, THEN THE IPS
DIRECTORY SERVER SENDS THE URL; TO CLIENT Ca;
IF NOT, THEN THE IPS DIRECTORY SERVER RECORDS
THE URL - REQUEST FOR FUTURE REGISTRATION REQUEST OPERATIONS WITH THE COMPANY
RELATED TO THE UP/SN; SENT BY CLIENT

С

CLIENT SYSTEM C_a RECEIVES URL_i FROM
THE ISP DIRECTORY SERVER AND THEN REQUESTS
THE IPS INFORMATION SERVER IDENTIFIED BY THE URL_i TO
PROVIDE P/S INFORMATION LOCATED AT THE URL_i

"IPSI FINDER MODE (FIG. 3A)"

F I G. 4A

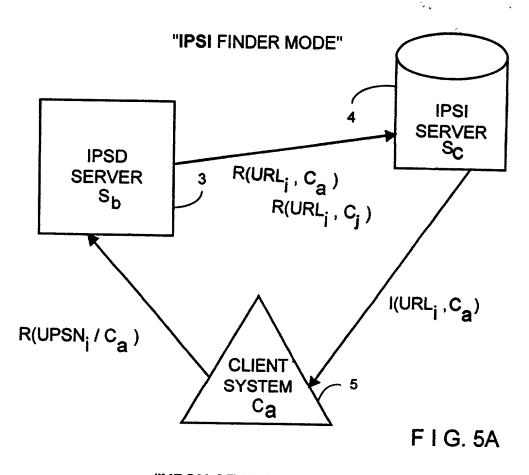
CLIENT SYSTEM $\mathbf{C_a}$ REQUESTS IPS DIRECTORY SERVER TO PROVIDE A REGISTERED $\mathbf{URL_i}$ IN RESPONSE TO A TRADEMARK, SERVICEMARK, AND/OR COMPANY NAME ($\mathbf{T/SM_i}$) PROVIDED WITH THE CLIENT REQUEST

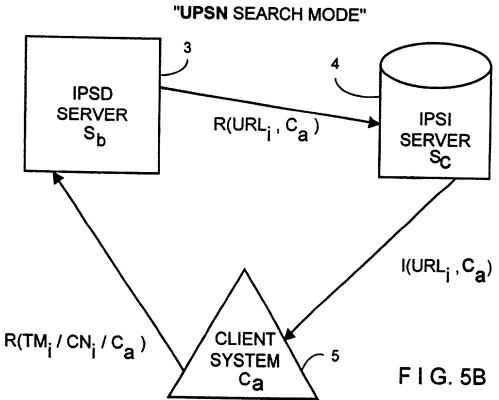
IPS DIRECTORY SERVER DETERMINES IF A URL; HAS BEEN REGISTERED WITH THE T/SM; IF SO, THEN THE IPS DIRECTORY SERVER SENDS THE URL; TO CLIENT Ca; IF NOT, THEN THE ISP DIRECTORY SERVER RECORDS THE URL - REQUEST FOR FUTURE REGISTRATION - REQUEST OPERATIONS WITH THE COMPANY RELATED TO THE T/SM; SENT BY CLIENT SYSTEM Ca

CLIENT SYSTEM C_a RECEIVES URL_i FROM
THE IPS DIRECTORY SERVER AND THEN REQUESTS
THE IPS INFORMATION SERVER IDENTIFIED BY THE URL_i TO
PROVIDE P/S INFORMATION LOCATED AT THE URL_i

"UP/SN SEARCH MODE (FIG. 3B)"

FIG. 4B





CLIENT C_a REQUESTS IPS DIRECTORY SERVER
TO PROVIDE A REGISTERED URL; IN REGISTERED URL;
IN RESPONSE TO THE UP/SN; PROVIDED WITH THE CLIENT
REQUEST

IPS DIRECTORY SERVER DETERMINES IF A URL; HAS BEEN REGISTERED WITH THE UP/SN; IF SO, THEN THE IPS DIRECTORY SERVER SENDS THE IPS INFORMATION SERVER HOSTING THE URL; A REQUEST FOR THE IPS INFORMATION SERVER TO SEND P/S INFORMATION AT THE URL; TO THE CLIENT SYSTEM Ca; IF NOT, THEN THE IPS DIRECTORY SERVER RECORDS THE URL - REQUEST FOR FUTURE REGISTRATION - REQUEST OPERATIONS WITH THE COMPANY RELATED TO THE UP/SN; SENT BY THE CLIENT SYSTEM Ca

THE IPS INFORMATION SERVER RECEIVES THE ${\bf URL_i}$ FROM THE IPS DIRECTORY SERVER AND THEN PROVIDES THE P/S INFORMATION IDENTIFIED BY THE ${\bf URL_i}$ TO THE CLIENT SYSTEM ${\bf C_a}$

"IPSI FINDER MODE (FIG. 5A)"

CLIENT $\mathbf{C_a}$ REQUESTS IPS DIRECTORY SERVER TO PROVIDE A REGISTERED $\mathbf{URL_i}$ IN RESPONSE TO A TRADEMARK, SERVICE MARK, AND/OR COMPANY ($\mathbf{T/SM_i}$) PROVIDED WITH THE CLIENT REQUEST

IPS DIRECTORY SERVER DETERMINES IF A URL; HAS BEEN REGISTERED WITH THE TISM; IF SO, THEN THE IPS DIRECTORY SERVER SENDS THE IPS INFORMATION SERVER HOSTING THE URL; A REQUEST FOR THE IPS INFORMATION SERVER TO SEND PIS INFORMATION AT THE URL; TO THE CLIENT SYSTEM Ca; IF NOT, THEN THE IPS DIRECTORY SERVER RECORDS THE URL - REQUEST FOR FUTURE REGISTRATION - REQUEST OPERATIONS WITH THE COMPANY RELATED TO THE UPISN; SENT BY THE CLIENT SYSTEM Ca

THE IPS INFORMATION SERVER HOSTING THE URL;
RECEIVES THE REQUEST FROM THE IPS DIRECTORY
SERVER AND THEN PROVIDES THE PIS
INFORMATION IDENTIFIED BY THE URL; TO THE CLIENT
SYSTEM C

"UP/SN SEARCH MODE (FIG. 5B)"